



**Brand Guidelines**

# Fall 2011 Launch

Release Date: September 2011

## Mindjet Logotype

### Mindjet Logotype



### The Mindjet® Logotype has been updated! Please update your files.

The Mindjet Logotype is the primary visual representation of our company. It should be used in Mindjet marketing communications whenever possible.

When using the Logotype in conjunction with Product Lockups, establish a clear hierarchy (e.g. Mindjet is primary and the Product Lockup is secondary, or vice versa) by adjusting space, size and/or color relationships between the Logotype and Lockups.

It is critical that the Mindjet Logotype appear crisp, clear and readable, regardless of media. To ensure consistency, always use approved artwork, with registered trademark symbol in place.

### Clear Space



To ensure the integrity of the Logotype, a clear space equal to the height of the upper case "M" must be maintained around it. The clear space establishes the importance of the Logotype in environments where it competes with other graphic elements for attention. No other graphic elements should appear within this space.

### Minimum Size

Min. Height  
Screen Use:   
22 px

Min. Height  
Print Use:   
0.20"

To maintain clarity and legibility, never reproduce the Logotype smaller than the minimum sizes shown here.

Minimum size measurements are limits, not recommendations.

## Mindjet Symbol

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### Mindjet Symbol



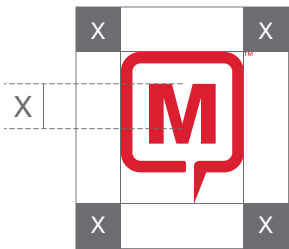
### The Mindjet Symbol has been updated! Please update your files.

As the application icon for our software, the Mindjet Symbol is the most recognizable element of the Mindjet brand. When space is limited, the Symbol may be used in place of the Lockups to promote products. When the Symbol is used as a standalone visual representation of a Mindjet product, the product name (and respective version) must appear in close proximity to the Symbol.

It is critical that the Symbol appear crisp, clear and readable, regardless of media. To ensure consistency, always use approved artwork, with trademark in place.

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### Clear Space



X =  $\frac{3}{4}$  Height of "M"

A clear space equal to  $\frac{3}{4}$  height of "M" must always be maintained around the Symbol. No other graphic elements should appear within this space.

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### Minimum Size

Min. Height  
Screen Use:  
35 px



Min. Height  
Print Use:  
0.28"



To maintain clarity and legibility, the Symbol should never be reproduced smaller than the minimum sizes shown here.

Minimum size measurements are limits, not recommendations.

## New Product Lockups

### New Product Lockups

#### Primary Version with General Product Name



Symbol

General Product Name

#### Secondary Version with Product Name + Version



Symbol

Product Name + Version

New Product Lockups are composed of two elements: the Mindjet Symbol and the Product Name. Product Lockups with General Product Name are preferred.

When space is limited, the Mindjet Symbol may be used in place of the Product Lockups to promote Mindjet products. When the Symbol is used as a standalone visual representation of products, the product name, e.g. "Mindjet MindManager® 2012") must appear in close proximity to the Symbol.

It is critical that Product Lockups appear crisp, clear and readable, regardless of media. To ensure consistency, always use approved artwork, with registered trademarks in place.

### MindManager Lockup Clear Space



X = 1/2 Height of Symbol Interior

To ensure the integrity of the product Lockups, a clear space equal to 1/2 the height of the Symbol Interior must always be maintained around Lockup artwork. No other graphic elements should appear within this space.

### Product Lockup Minimum Size

Min. Height  
Screen Use:  
35 px



Min. Height  
Print Use:  
0.28"



To maintain clarity and legibility, the Product Lockups should never be reproduced smaller than the minimum sizes shown here.

Minimum size measurements are limits, not recommendations.

## Legacy Lockups MindManager Version 9

### Legacy Lockups



**Legacy MindManager Lockups should only be used to promote MindManager V9 for Windows® and V9 for Mac®.**

Legacy MindManager Lockups are composed of three elements: the Legacy Mindjet Logotype (with “©” at bottom right), the Legacy MindManager Wordmark, and Version. Never reproduce a Lockup without all three elements in place.

When space is limited, the Mindjet Symbol may be used in place of the Legacy Lockups to promote MindManager V9. When the Symbol is used as a standalone visual representation of products, the product name, e.g. “Mindjet MindManager Version 9 for Windows”) must appear in close proximity to the Symbol.

It is critical that Legacy Lockups appear crisp, clear and readable, regardless of media. To ensure consistency, always use approved artwork, with registered trademark in place.

### MindManager Lockup Clear Space



To ensure the integrity of the Legacy Lockups, a clear space equal to the height of the upper case “M” must always be maintained around Lockup artwork. No other graphic elements should appear within this space.

### MindManager Lockup Minimum Size



To maintain clarity and legibility, the Legacy Lockups should never be reproduced smaller than the minimum sizes shown here.

Minimum size measurements are limits, not recommendations.



## Color and Typography

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### Color Palette



#### Mindjet Red (Primary)

PMS 1797C  
CMYK 2c 98m 85y 7k  
RGB 216r 35g 39b



#### Mindjet Gray (Secondary)

PMS N/A  
CMYK 65c 48m 37y 35k  
RGB 58r 69g 76b



#### Black (Secondary)

PMS Black  
CMYK 100k  
RGB 0r 0g 0b

**The Mindjet Color Palette has been updated. Please make note of new formulas for Mindjet Red and Gray.**

The Mindjet color palette reflects the vibrancy of our brand. Color must be consistent regardless of the medium, substrate or reproduction process. When matching PMS (PANTONE®) colors, always match to coated "C" chips. For 4-color process print colors (CMYK) and screen/web (RGB) values, the same coated chips should be used as reference.

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### Typography

#### Helvetica Neue Bold

**Abc123**

#### Helvetica Neue Regular

Abc123

#### Helvetica Neue Light

Abc123

**Mindjet's new brand typeface is Helvetica Neue. Plexus Pro and Interstate are being phased out; do not use them in Mindjet marketing or communications.**

Helvetica Neue should be used in all messages, headlines, and text. The font's three basic weights (Bold, Regular and Light) may be used as appropriate.

## Graphics

### Map Background Graphic



### Layout Example



The Map Background Graphic may be used to add visual depth and texture to a layout. It works best as a complement to white text and/or logo artwork (with or without drop shadow), as shown in the example. Do not use the Map Background Graphic with colored graphics of any kind, including color brand artwork and photography.

Current uses include:  
Mindjet Connect Sign In Screen  
Mindjet Connect About Screen  
Mindjet MindManager 2012 Splash Screen

## Artwork Files

### Full Color

Full Color versions of artwork should be used whenever possible.  
Print: CMYK/PMS  
Web/Screen: RGB

### One Color

One Color versions of artwork should be used when full color cannot be reproduced or controlled on white backgrounds.  
Print: CMYK  
Web/Screen: RGB

### Reverse

Reverse versions of artwork should be used on a Mindjet Red background. When use of Mindjet Red is not possible, such as in materials created by a third party, then black is the preferred background color.  
Print: CMYK  
Web/Screen: RGB

### Mindjet Logotype Files



PMS: Mindjet\_pms.eps  
CMYK: Mindjet\_cmyk.eps  
RGB: Mindjet\_rgb.gif  
Mindjet\_rgb.jpg



CMYK: Mindjet\_1c\_black.eps  
RGB: Mindjet\_1c\_black.gif  
Mindjet\_1c\_black.jpg



CMYK: Mindjet\_rev.eps  
RGB: Mindjet\_rev.gif

### Mindjet Symbol Files



PMS: Mindjet\_Symbol\_pms.eps  
CMYK: Mindjet\_Symbol\_cmyk.eps  
RGB: Mindjet\_Symbol\_rgb.gif  
Mindjet\_Symbol\_rgb.jpg



CMYK: Mindjet\_Symbol\_1c\_black.eps  
RGB: Mindjet\_Symbol\_1c\_black.gif  
Mindjet\_Symbol\_1c\_black.jpg



CMYK: Mindjet\_Symbol\_rev.eps  
RGB: Mindjet\_Symbol\_rev.gif

### Mindjet Connect® Files



CMYK: Mindjet\_Connect\_cmyk.eps  
RGB: Mindjet\_Connect\_rgb.gif  
Mindjet\_Connect\_rgb.jpg

N/A



CMYK: Mindjet\_Connect\_rev.eps  
RGB: Mindjet\_Connect\_rev.gif

### Mindjet MindManager Image Pack™ Files



CMYK: Mindjet\_MM\_ImagePack\_cmyk.eps  
RGB: Mindjet\_MM\_ImagePack\_rgb.gif  
Mindjet\_MM\_ImagePack\_rgb.jpg

N/A



CMYK: Mindjet\_MM\_ImagePack\_rev.eps  
RGB: Mindjet\_MM\_ImagePack\_rev.gif

## Artwork Files

### Full Color

Full Color versions of artwork should be used whenever possible.  
Print: CMYK/PMS  
Web/Screen: RGB

### One Color

One Color versions of artwork should be used when full color cannot be reproduced or controlled on white backgrounds.  
Print: CMYK  
Web/Screen: RGB

### Reverse

Reverse versions of artwork should be used on a Mindjet Red background. When use of Mindjet Red is not possible, such as in materials created by a third party, then black is the preferred background color.  
Print: CMYK  
Web/Screen: RGB

### Mindjet MindManager 2012 Files Primary



CMYK: Mindjet\_MM2012\_cmyk.eps  
RGB: Mindjet\_MM2012\_rgb.gif  
Mindjet\_MM2012\_rgb.jpg

N/A

### Secondary



CMYK: Mindjet\_MM2012\_Pro\_cmyk.eps  
RGB: Mindjet\_MM2012\_Pro\_rgb.gif  
Mindjet\_MM2012\_Pro\_rgb.jpg

N/A

### Mindjet Viewer Files



CMYK: Mindjet\_Viewer\_cmyk.eps  
RGB: Mindjet\_Viewer\_rgb.gif  
Mindjet\_Viewer\_rgb.jpg

N/A

### Legacy: MindManager Version 9 for Mac Files



CMYK: MM9forMac\_cmyk.eps  
RGB: MM9forMac\_rgb.gif  
MM9forMac\_rgb.jpg



CMYK: MM9forMac\_1c\_black.eps  
RGB: MM9forMac\_1c\_black.gif  
MM9forMac\_1c\_black.jpg



CMYK: Mindjet\_MM2012\_rev.eps  
RGB: Mindjet\_MM2012\_rev.gif



CMYK: Mindjet\_MM2012\_Pro\_rev.eps  
RGB: Mindjet\_MM2012\_Pro\_rev.gif



CMYK: Mindjet\_Viewer\_rev.eps  
RGB: Mindjet\_Viewer\_rev.gif



CMYK: MM9forMac\_rev.eps  
RGB: MM9forMac\_rev.gif

## Artwork Files

### Full Color

Full Color versions of artwork should be used whenever possible.  
Print: CMYK/PMS  
Web/Screen: RGB

### One Color

One Color versions of artwork should be used when full color cannot be reproduced or controlled on white backgrounds.  
Print: CMYK  
Web/Screen: RGB

### Reverse

Reverse versions of artwork should be used on a Mindjet Red background. When use of Mindjet Red is not possible, such as in materials created by a third party, then black is the preferred background color.  
Print: CMYK  
Web/Screen: RGB

### Legacy: MindManager Version 9 for Windows Files



CMYK: MM9forWindows\_cmyk.eps  
RGB: MM9forWindows\_rgb.gif  
MM9forWindows\_rgb.jpg



CMYK: MM9forWindows\_1c\_black.eps  
RGB: MM9forWindows\_1c\_black.gif  
MM9forWindows\_1c\_black.jpg



CMYK: MM9forWindows\_rev.eps  
RGB: MM9forWindows\_rev.gif

### Map Background Graphic



RGB: MapBkgrndGraphic\_1280x1024.png

N/A

N/A

**Incorrect Usage**

**MindManager Lockups**

To protect and preserve the Mindjet brand, never alter artwork in any way. Any modification of the artwork confuses its meaning and diminishes its impact. Here are some examples of what not to do with any of the artwork.



Do not reproduce artwork smaller than minimum size



Do not reconfigure artwork



Do not use artwork as an image



Do not distort or compress artwork



Do not alter artwork with graphic effects



Do not recreate artwork using different typefaces



Do not rotate artwork at an angle



Do not use unauthorized color or color combinations in artwork



Do not place artwork over a complex background or texture



Do not scale artwork disproportionately



Do not use artwork in place of text



Do not crop artwork